

MADE IN AMERICA 2006

The 4th Annual Trade Fair
for U.S. Products and Services



September 19-21, 2006
Biel Center - Beirut, Lebanon



Organized by



With the support of



To the American business community:

I am pleased to invite you to participate in Made in America 2006, the fourth annual trade fair promoting U.S. products and services in Lebanon. The U.S. Embassy in Beirut, in partnership with the U.S. Departments of Commerce and State, will host this event from September 19 through 21, 2006, at the Beirut International Exhibition & Leisure Center (BIEL) in Lebanon. Made in America aims to showcase the latest American technology and to assist American businesses in taking advantage of the expanding commercial relations between Lebanon and the United States.

Last year's successful Made in America trade fair featured the goods and services of over 300 U.S. companies active in a wide variety of sectors, including information and communication technology, environmental technology, health care, the automotive industry, construction, household appliances, security, transportation, and the energy sector. Over 18,000 visitors attended the fair. Major U.S. companies participating included Microsoft, Cisco, IBM, Lucent, Pfizer, Johnson & Johnson, General Electric, FedEx, Western Union, Chrysler, Coldwell Banker, Expeditors, 3M, and Ford. Made in America 2005 exhibitors reported thousands of promising leads and millions of dollars in new contracts as a direct result of the fair.

Lebanon is undergoing an exciting transformation. Much like the political changes that took place in the country last year, Made in America 2005 exceeded all expectations in numbers of participation, visitors and media attention. And American companies represented in the fair were enthusiastic about their participation and the results generated. I am confident that your business would benefit from participating in Made in America 2006 and offer you an excellent opportunity to develop new partnerships in Lebanon and the region.

I hope you will give serious consideration to participating in Made in America 2006. I look forward to welcoming you at the fair in Beirut and sharing the U.S. Embassy's enthusiasm for the exciting economic opportunities available for American business in Lebanon.

Sincerely,

Jeffrey D. Feltman
Ambassador



REGISTRATION GUIDELINES



"Made in America 2006" will be open to all companies featuring American products and services. The registration fee is USD 750 for 3x3 m² stand. New to market companies, which are not already present in Lebanon, will be offered their stands at a reduced fee of USD 500. Interested companies are requested to send an e-mail to MadeInAmerica@state.gov.

The e-mail should include the company's name, contact person in the U.S. (Name & Title), address in the U.S. (Street, City, State, Zip Code, Tel, Fax & E-mail), contact person in Lebanon (Name & Title), address in Lebanon (Street, City, Tel, Fax & E-mail) and a brief description of your company's activities.

After receiving your e-mails, Naaman Tayyar, Senior Commercial Specialist, and Maya Barhouche, Commercial Assistant, will follow up with you on further details. Please note that space may be limited and priority will be given to companies on a first-come, first-serve basis.

For more information about Made in America, please visit www.BuyUSA.gov/lebanon/en/madeinamerica.html.